



1. University College Hospital General Block only and attached railings - Grade II Listed



2. Heal And Son Limited including Habitat - Grade II* Listed



3 and 4. 46-68 Huntley Street - Grade II Listed



5. Nos.51-85 (Odd) Gower street - Grade II Listed



6. University College Hospital Medical School Nurses home 1907 building and attached railings - Grade II Listed



7. University College Hospital, Gower Street - Grade I Listed

3.0 Context

3.2 The Wider Urban and Townscape Setting

Relationship to Bloomsbury Conservation Area

The Phase 5 proposals respond to the character and quality of the Bloomsbury Conservation Area.

The site lies within the Bloomsbury Conservation Area, first designated in 1968 then later extended to the area covered today. This designation covers a significant part of the CAZ. It covers an area of approximately 160 hectares which extends from Lincoln’s Inn Fields and High Holborn to Euston Road and from King’s Cross Road to Tottenham Court Road. The area’s character and experience can be understood though it’s legible street pattern which benefits from the clear hierarchy of different scaled streets. There are clear differences between the wider major arterial routes which define and cross the conservation area, the grid of primary, relatively spacious, intersecting streets, narrower secondary streets, rear mews and narrow connecting lanes, landscaped squares and spaces. The area benefits from a rich variety of building typologies, reflective of their land use, age of construction and architectural expression.

This extensive area, due to its character, townscape and land use mix can therefore be legibly divided into a series of character areas. The Huntley Street site lies within the area known as Grafton Way /Alfred Place and Tottenham Court Road (Character Area 4). It is considered that this sub area is primarily of commercial character. There are dense street blocks south of Grafton Way, between Tottenham Court Road and Huntley Street, which contain a number of examples of 1920s and 1930s commercial and institutional buildings, reflecting Bloomsbury’s role in the early 20th century as one of London’s most important medical and commercial districts. To the south of Grafton Way, the area is characterised by large-scale buildings of up to seven storeys, some of which occupy the entire width of street blocks.

- Key buildings:
1.

University College Hospital General Block only and attached railings. Grade II Listed.
2.

Heal And Son Limited including habitat. Grade II* Listed.
3.

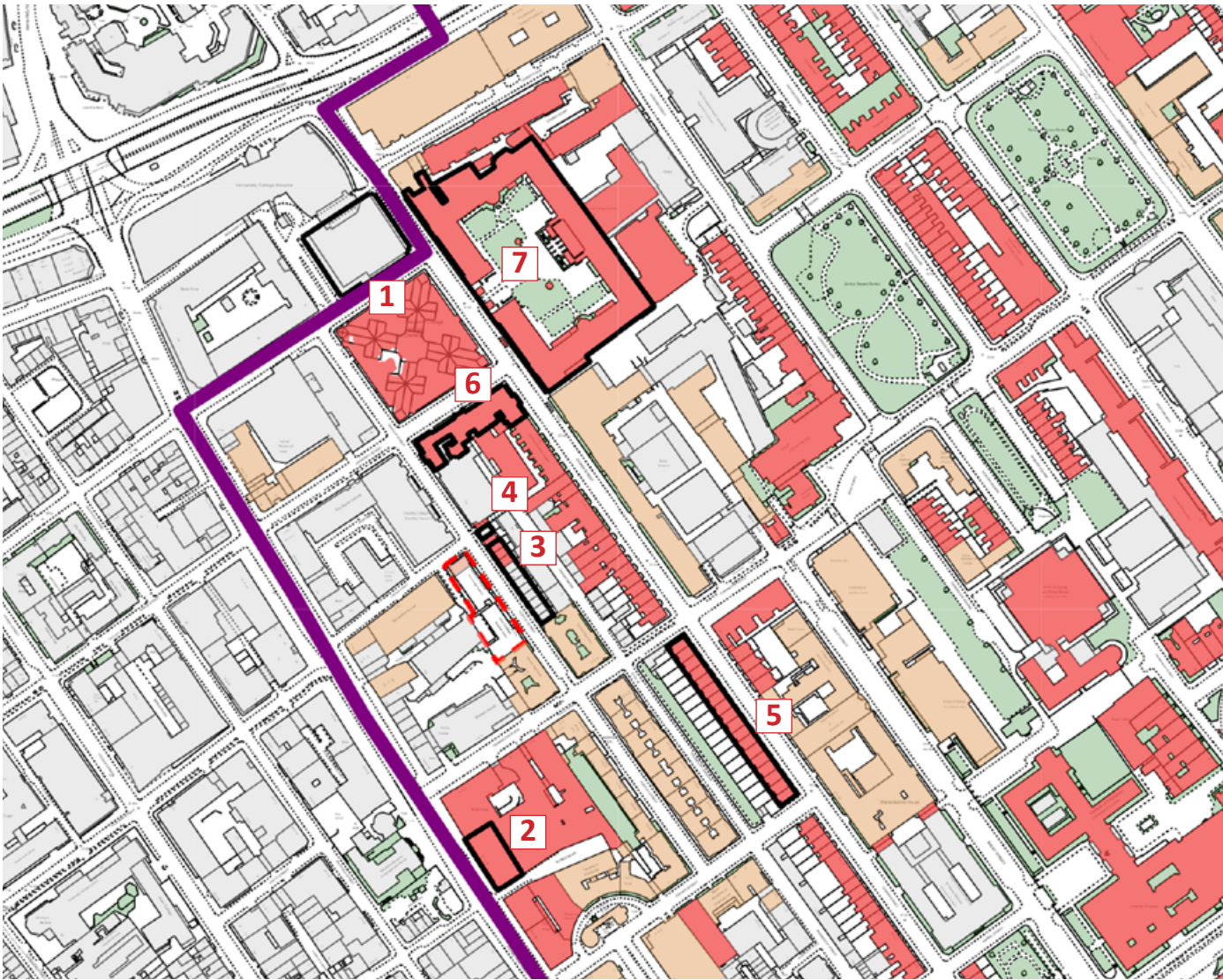
Number 70 Huntley street. Grade II Listed.
4.

46-68 Huntley Street. Grade II Listed.
5.

Nos.51-85 (Odd) Gower street. Grade II Listed.
6.

University College Hospital Medical School, Nurses home 1907 building and attached railings, Grade II Listed.
7.

University College London Gower Street. Grade I Listed
- Listed Buildings
- Positive Buildings



Relationship to listed buildings

3.0 Context

3.2 The Wider Urban and Townscape Setting

Landuse

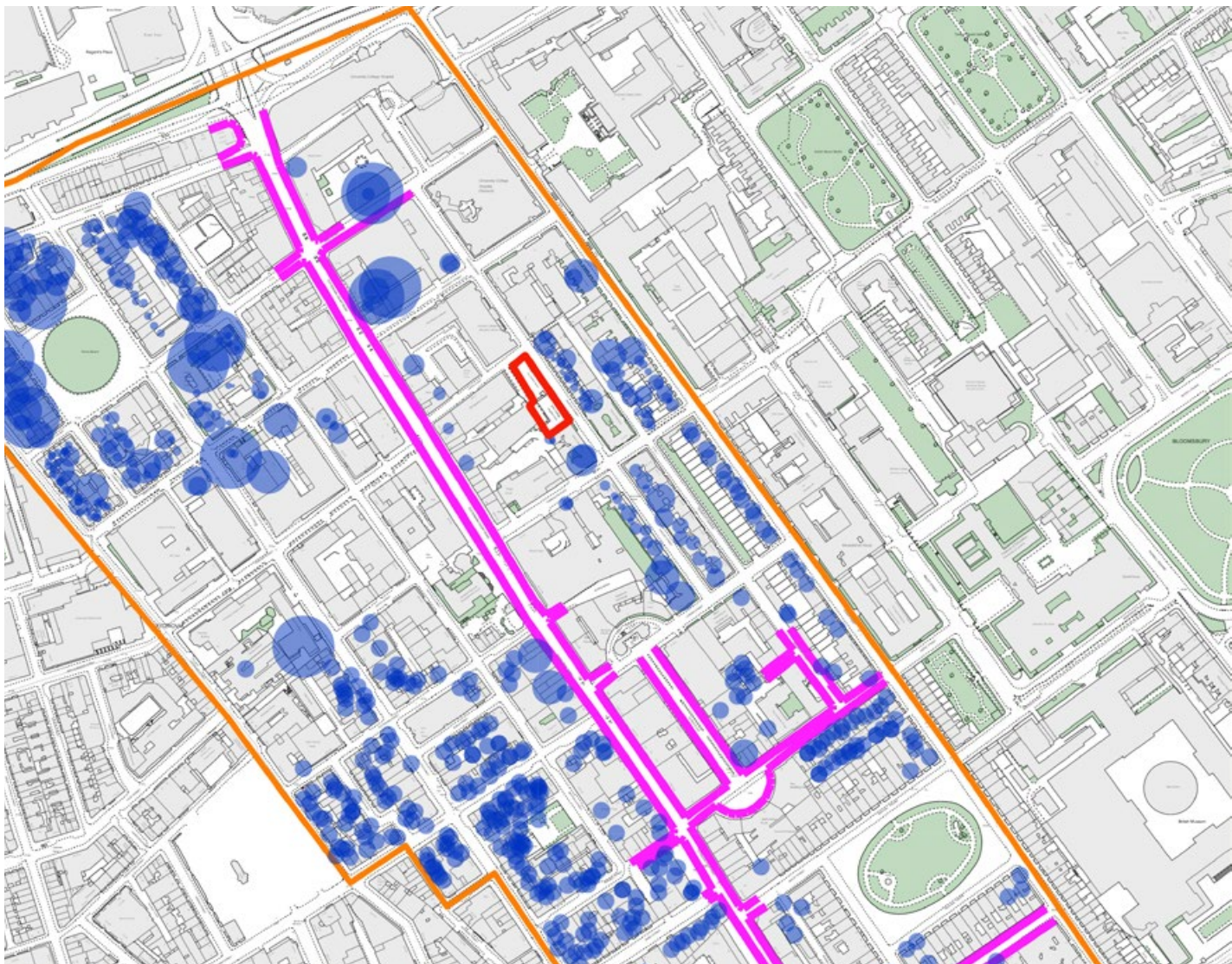
Phase 5 reinforces the area’s characteristic strengths as a centre of medical excellence.

This vibrant and characterful area benefits from the varied mix of land uses which can be found here, an organic strategy replicated through the whole of the Central Activities Zone.

The site’s immediate context includes both domestic residential, hotels, commercial and institutional uses. The area and the site itself benefits from a long standing and historic association with medical, clinical and research uses and the recent modernisation plan by UCLH has sought to reinforce this. The full length of Tottenham Court Road is designated as a Central London retail frontage and connects to the West End Special Retail Policy Area to the south – Oxford Street and Covent Garden. Cleveland and Store Streets have recently witnessed an injection of small independent and specialist retailers and cafes adding greater diversity to the retail mix.

The site act as a transition between land uses, set between the institutional and commercial core to the north and the residential core to the south around Ridgmont Gardens, Chenies Mews and Torrington Place. Other educational and medical institutions with facilities within or close to the area include the London School of Economics and Political Science (LSE), the University of Westminster and the Camden and Islington NHS Foundation Trust.

To the east of the site land uses comprise both the academic campus of the University of London; the Royal Academy of Dramatic Art; the London School of Hygiene and Tropical Medicine, various international institutions and museums along with the famed British Museum. Heading west in to the City of Westminster, the area remains diverse in its land use mix includes the buildings around Fitzroy Square, former Post Office Tower and former Middlesex Hospital chapel both local landmark buildings.



Land use plan

- Keys:
- Retail frontage
- Fitzrovia Area Action Plan boundary
- Residential density clusters

3.0 Context

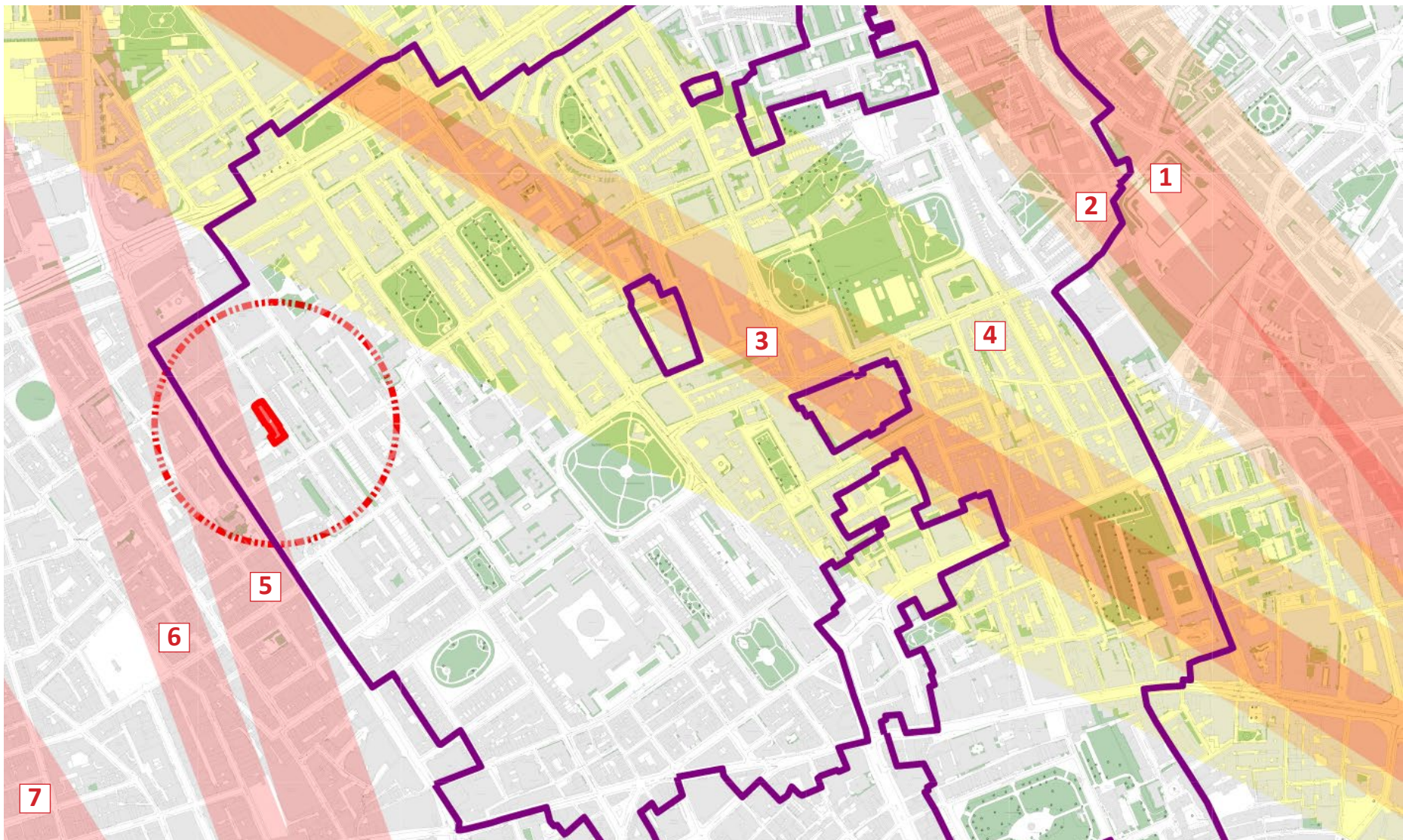
3.2 The Wider Urban and Townscape Setting

View, Vistas and Landmarks

The Phase 5 site is not within the London Plan View Management Framework of Camden's defined local views.

The site lies outside all of London's protected local views defined by the London Plan: View Management Framework and Camden's defined local views.

Within the Bloomsbury Conservation Area itself there are a series of recognisable views, vistas and landmarks which serve to reinforce a local sense of place.



The site's relationship to LVMF views

- Keys
London View Management Framework Views
- 1. Kenwood 03A - 1BVC
 - 2. Parliament Hill 02A - 1 CC AA
 - 3. Primrose Hill 04A - 1VC
 - 4. Blackheath Point 06A - 1BAA
 - 5. Parliament Hill 02B - 1VC
 - 6. Parliament Hill 02A - 2VC
 - 7. Primrose Hill 04A - 2VC

3.0 Context

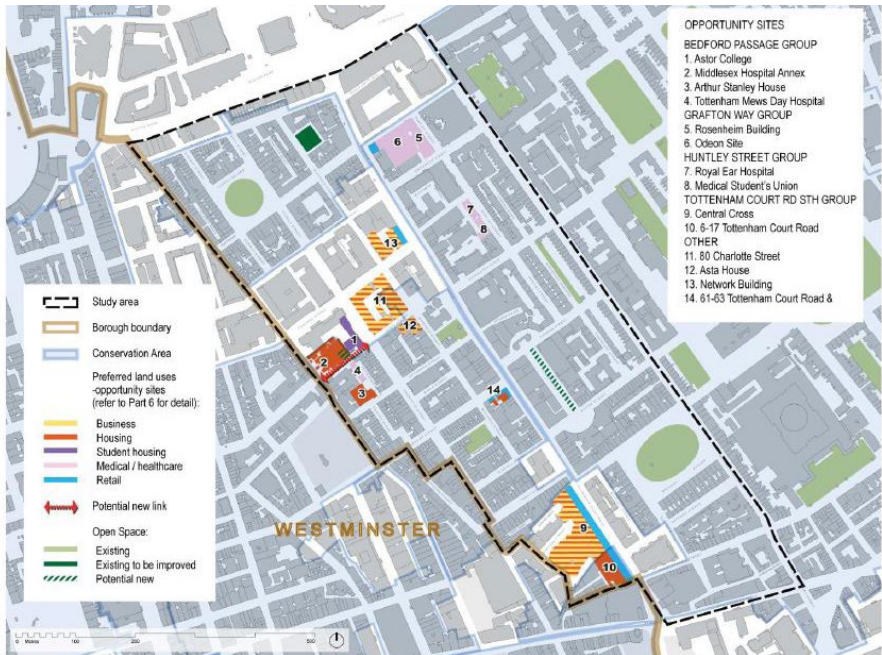
3.2 Wider Urban and Townscape Setting

Planning Context

The proposals are aligned to Camden’s planning objectives for the site.

The action plan remarks on the character of the area including:

a mix of residential, commercial and institutional uses; within the area as a whole, within streets and often within individual buildings;
a significant residential community, a large number of jobs based in the area, a substantial student population and a lack of affordable homes;
a contrast between busy commercial streets including Tottenham Court Road and quieter, more residential areas;
a dense urban feel and limited public open space, relieved by some relatively broad tree-lined streets and long views;
numerous heritage assets, including Georgian terraces with a harmony of height, windows and materials, contrasting with a variety of modern scales and styles;
formal squares and grid pattern streets intersected by mews passages and walkways; and
a fine-grain of small buildings interrupted by mansion blocks, institutional buildings, hotels, and office blocks.



“The vision for Fitzrovia is:

To optimise the benefits of future growth to create a harmonious co-existence of uses and users.

To achieve this vision, we have developed four objectives:

- Ensuring growth takes place in a way that strikes an appropriate balance between residential, institutional and commercial uses and addresses its impact of growth on residential amenity;
- supporting the residential community by providing a range of facilities, services and places to meet resident’s existing and future needs and protecting and enhancing residential amenity and quality of life;
- creating a high quality physical environment; and
- ensuring an environmentally sustainable future”

Fitzrovia Area Action Plan 2014

The site is defined as a ‘development opportunity’ within the London Borough of Camden’s adopted Fitzrovia Area Action Plan (FAAP) (2014) and is located in the Ridgmount Gardens Character Area, which borders the Tottenham Court Road Character Areas. The plan advises that the priority for the site (comprising the former Royal Ear Hospital and the Medical Students’ Union) should be to consider development of the two sites together, and to provide medical / healthcare uses.

The FAAP covers a broad swathe of land and merges with the neighbouring area of Bloomsbury and notes that Fitzrovia and Bloomsbury have a history of medical and educational uses stretching back 200 years. The plan references the Core Strategy policy which supports the concentration of medical, educational and research institutions within central London, recognises the services they provide to residents and visitors and acknowledges their contribution to London’s national and international role. The plan’s focus is to ensure that development proposals bring real benefits to the area, while maintaining what makes the area attractive as a place to live, work and visit.

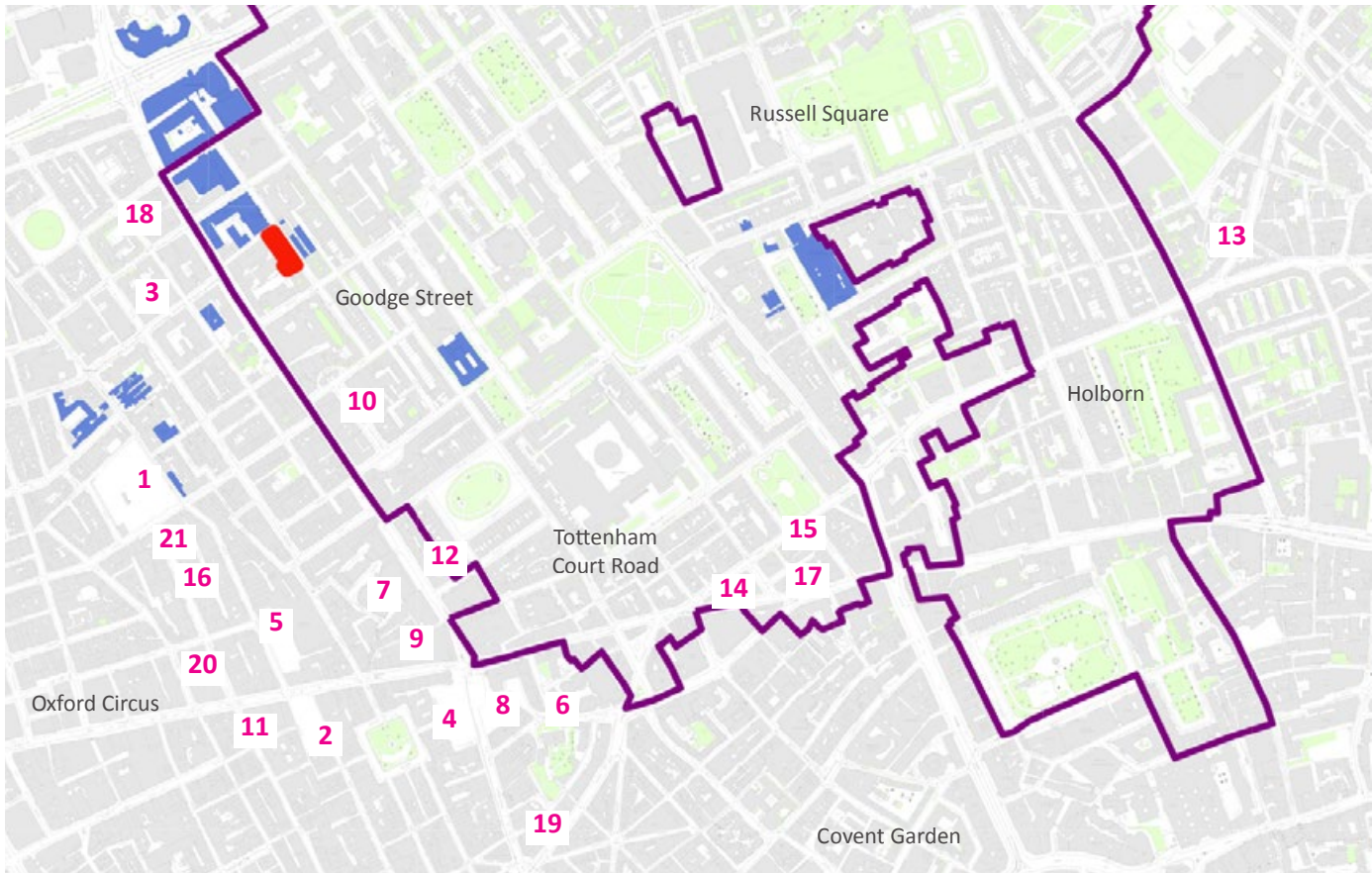
The plan acknowledges that Fitzrovia is regarded as being a desirable place for pedestrians to wander; however, there are some negative aspects to Fitzrovia’s pedestrian environment. The plan seeks to deliver new public open space and to improve streets and spaces and to establish new areas of green space through forecourt enhancements and carriageway reclaim.

3.0 Context

3.2 Wider Urban and Townscape Setting

Relationship to the Future Context

Phase 5 has been informed by the wider regeneration proposals promoted in the area by Camden Council.



- | | | |
|--|--|---|
| 1. Fitzroy Place W1 Aviva & Exemplar | 8. Tottenham Court Road Transport for London | Blackstone |
| 2. 73/89 Oxford Street, W1 Great Portland Estates | 9. Oriana, Oxford Street W1 Land Securities & Frogmore | 14. 21 New Oxford Street, WC1, Brockton |
| 3. 80 Charlotte Street, W1 Derwent London | 10. 31-34 Alfred Place, WC1 Candy & Candy | 15. 10 Bloomsbury Way, WC1, London & Regional |
| 4. 1 Oxford Street, W1 Derwent London | 11. 180 Wardour Street, W1 Resolution | 16. 25-33 Berners Street, W1, Derwent |
| 5. 1 Rathbone Square W1 Great Portland Estates | 12. 1 Bedford Avenue, WC1 Exemplar & Bedford Estate | 17. Commonwealth House New Oxford Street, Henderson |
| 6. Centre Point, WC1 Almacantar & Frogmore | 13. Lacon House, Theobalds Road, WC1, | 18. The Network Building, Tottenham Court Road, W1, Derwent |
| 7. Central Cross, 18-30 Tottenham Court Road W1 Derwent London | | |

Bloomsbury Future Regeneration sites



West ticket hall



East ticket hall



West End public realm

Although the site lies outside of both the Tottenham Court Road and Euston Opportunity Areas, the area is undergoing considerable change, evolution and growth, just as it always has.

There are a number of development sites in the locality and wider setting and with the opening of Crossrail in 2018 the area is anticipated to witness greater pedestrian footfall. As a consequence Camden Council are shortly to implement a major public realm strategy focused on Tottenham Court Road - The West End Project, which seeks to reduced vehicular traffic and transform the pedestrian environment. Coupled with that project are a series of minor interventions and enhancements to the public realm and pocket open spaces.



1. The former Royal Ear Hospital - Huntley Street looking north



2. The former Royal Ear Hospital - Huntley Street looking south



3. The former Medical Student's Union building - Facade detail to Huntley Street



4. The former Royal Ear Hospital - Copper Street looking west



5. The former Royal Ear Hospital - Detail of Huntley Street elevation



6. The former Royal Ear Hospital - Elevation to Shropshire Place

3.0 Context
3.3 The Existing Buildings and their Local Context
Existing Buildings

The existing buildings on the site are of poor quality and they fail to provide a coherent continuous definition to the urban block.

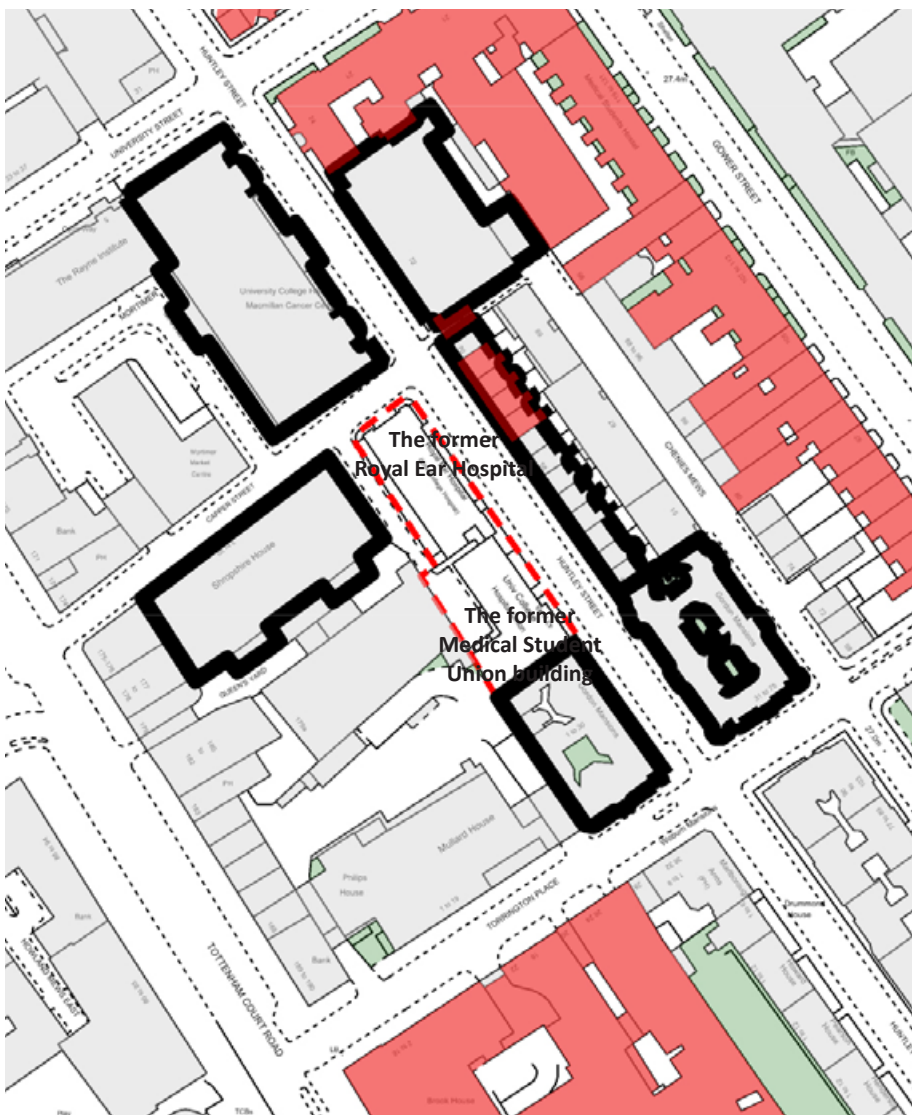
The former Royal Ear Hospital was originally designed with open balconies on Huntley Street framed by robust bookends to the north and south. The northern bookend formed the building's entrance on Capper Street. The balconies were never realised and the Huntley Street elevation is utilitarian in character.

Neither building is statutorily listed, although the Bloomsbury Conservation Area suggests that the former Royal Ear Hospital's Capper Street façade may be positive local contributor. Neither has been placed on the Council's recent local list. Indeed, English Heritage has recently issued a Certificate of Immunity against Listing, which advises that while the former Royal Ear Hospital was notable for its state-of-the art medical facilities, the hospital was not innovative in planning terms and much of the original layout has been lost. English Heritage has concluded that the prominent east elevation is of distinctly lesser quality than the north and as such diminishes the overall claim to special interest when assessed against the national criteria.

The former Medical Student's Union building is viewed by English Heritage to be an architecturally undistinguished example of late-1950s design. Neither building has been entered onto Camden Councils local list.

The accompanying report by Kevin Murphy Heritage (KM Heritage) provides additional commentary on each of the individual buildings and reflects on their original design, later alterations and quality and architectural significance.

The buildings turn the corner of Huntley Street and Capper Street and form part of a larger urban block bounded by Tottenham Court Road, University Street, Gower Street and Torrington Place. Their rear elevations to the interior of this block - to Shropshire Place - are of poor quality.



The existing buildings on the site

The former Royal Ear Hospital was constructed in 1925, opening in 1927. The building was designed by Wimperis and Simpson Architects and its public entrance was positioned on Capper Street. The building was designed and built to provide purpose built facilities, appropriate to the age and specialist clinic requirements for the treatment and research of ear conditions.

The former University College Medical Students' Union Centre was built between the Royal Ear Hospital and no17-30 Gordon Mansions, originally as domestic housing until the Second World War, at which time it suffered bomb damage. The building was redesigned in 1958 and built shortly thereafter as a medical students assembly hall and day house. The student facility closed in 2011. The building's entrance is on Huntley Street.

The buildings together occupy a significant proportion of the street block on Huntley Street and a more limited portion on Capper Street. On Huntley Street the building faces onto an attractive and grade II listed Georgian residential terrace (Nos.46-68 Huntely Street). On Capper Street the building faces directly on to the new UCH Macmillan Cancer Centre (Phase 3) and is situated adjacent to Shropshire House on the south side of Capper Street, at Nos 11-20 (consec) an interwar commercial building. Built in 1931-32, its white rendered symmetrical façade adheres to a modern style, with Art Deco influences, including steel-framed ribbon windows and horizontal banding, curved corners and horizontal banding.

The Huntley Street elevation of the former Students Union Building is set back from the principle building line which is set by the Gordon Mansion block to its south. The Medical Student's Union building is fronted by a deep light well and has a weak relationship to the established building line.



1. Huntley Street looking south



2. Immediate context - Huntley Street looking south



3. Capper Street view - Looking towards the Tottenham Court Road



4. The former Royal Ear Hospital rear view - Shropshire Place



5. Immediate context - Shropshire Place looking towards the Capper Street



6. The Queen's Yard

3.0 Context
3.3 The Existing Buildings and their Local Context
Existing Public Realm

Arrangements for visitor, staff and service access to Phase 5 are developed in relation to the existing highway infrastructure. The ground floor of the building makes a positive contribution to the quality of the public realm.

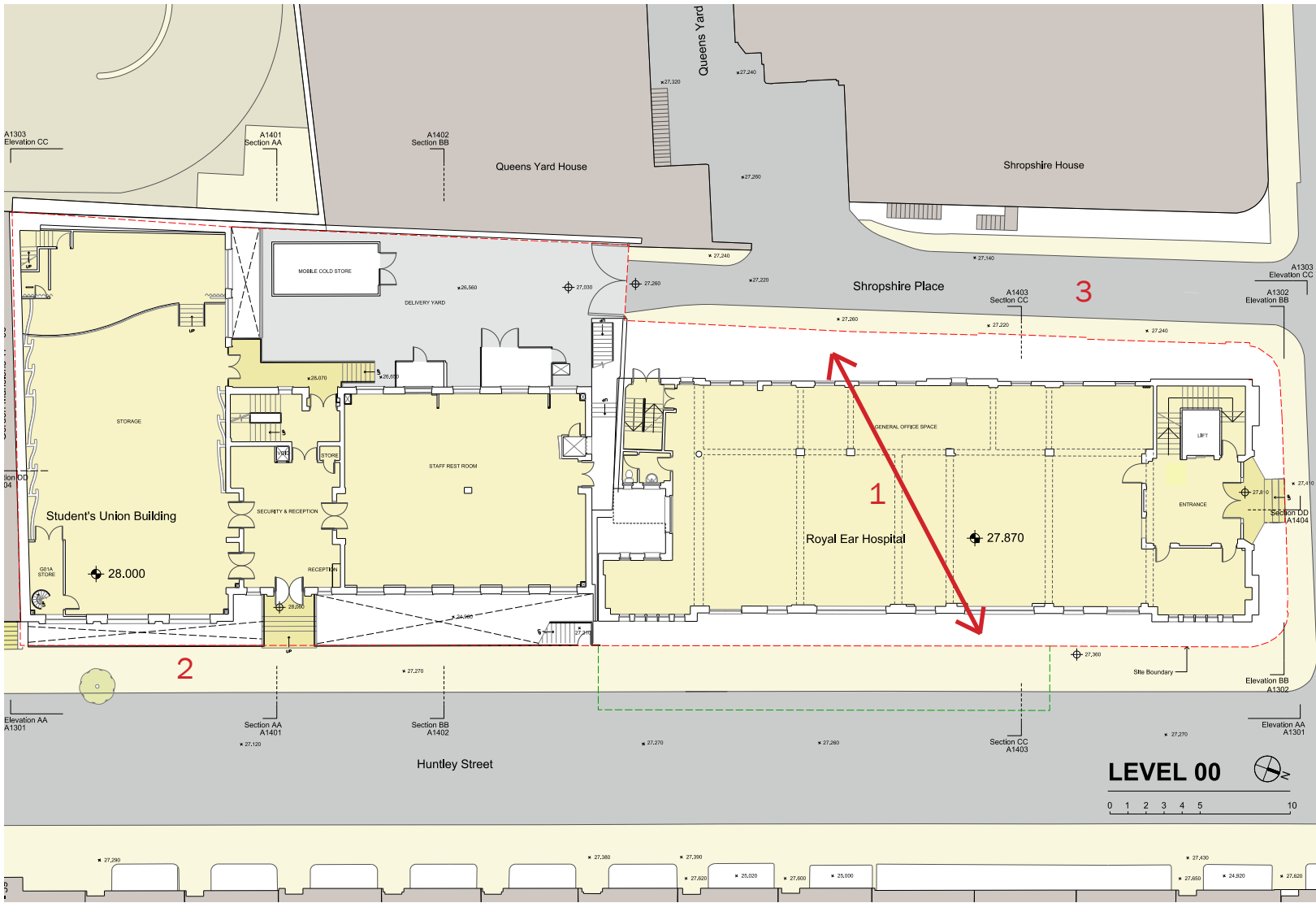
The Bloomsbury area is a neighbourhood in central London, close to West End with general deficiency of all types of public spaces. Huntley Street is characterised as a mix of institutional facilities towards the north part and residential buildings towards its south end. Overall the street suffers from lack of decent amenity public space.

Existing buildings are set back in from the site boundaries to create light wells that fail to connect public space with the physical building, creating a negative street scape environment that does not explore the street’s full amenity potential.

According to aspirations of Bloomsbury Conservation Area any development should use materials which are sensitive to the nearby listed buildings in terms of tone, colour, texture and finishes. This is particularly important for the ground floor and urban realm.

The Phase 5 proposal will enhance all the key aspirations of Fitzrovia Area Action Plan (FAAP). It will:

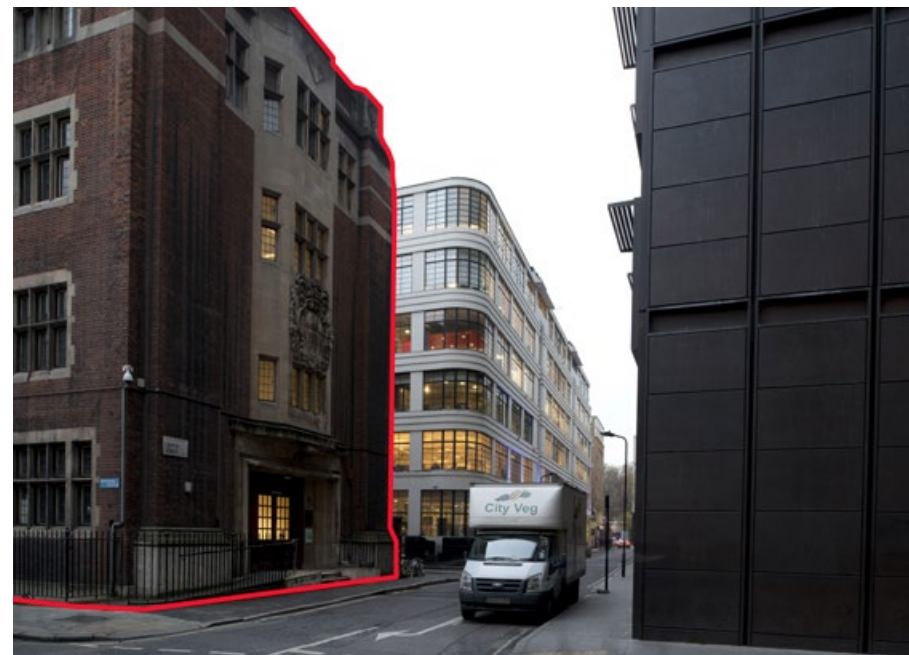
- 1. Provide visual and physical linkage from Queen’s Yard to Huntley Street
- 2. Maintain the parapet datum along Huntley street to Capper Street
- 3. Enhanced frontage and urban realm to Shropshire Place



The existing urban realm plan



1. Gordon Mansions



2. Capper Street



3. 46-68 Huntley Street



4. UCH Macmillan Cancer Centre



5. Shropshire House



6. The Paul O'Gorman building

3.0 Context

3.3 The Existing Buildings and their Local Context

Neighbouring Buildings

The local context for the Phase 5 site is richly varied. Its neighbours are of high quality but diverse style, scale and material palette. The proposals engage with this context.

The site is set between the institutional buildings of UCLH’s campus to the north and the predominately residential character of Torrington Place to the south. These neighbours are distinct in scale and material.

The buildings form part of the larger urban block bounded by Tottenham Court Road, University Street, Gower Street and Torrington Place. The existing buildings present a coherent street frontage but their rear elevations, facing Shropshire Place, are poor. Opposite the property on Huntley Street are the Listed terrace of Georgian townhouses at 46-68 Huntley Street.

Within this immediate urban setting a diverse variety of architectural styles and buildings heights can be found– traditional Georgian three storey dwelling houses; grand 19th century residential mansion blocks such as Gordon and Woburn Mansions comprising five principal storeys raised on semi-basements, and two attic levels; the art deco/modern style of Shropshire House; the contemporary and large scale UCLH cancer centre and the Paul O’Gorman Building. Each building serves to reinforce a strong and legible sense of place, presenting a robust street edge, with clear entrances and a distinction between public and private realm.

The palette of materials is equally diverse, comprising both the traditional materials of red and yellow stock brick, terracotta, stucco render, glass, stone slate, ornamental detailing and tile work, complemented by modern materials such pre cast concrete panels, glass and steel.

The skyline has a varied roof space, punctuated in various locations, by traditional taller elements such chimney stacks and gables as well as more contemporary architectural interventions such as protruding staircases.



- Key buildings on views:
- 1. Gordon Mansion
 - 2. Capper Street
 - 3. 46-70 Huntley Street
 - 4. Shropshire House
 - 5. UCH Macmillan Cancer Centre
 - 6. Paul O’Gorman Building

Local context plan



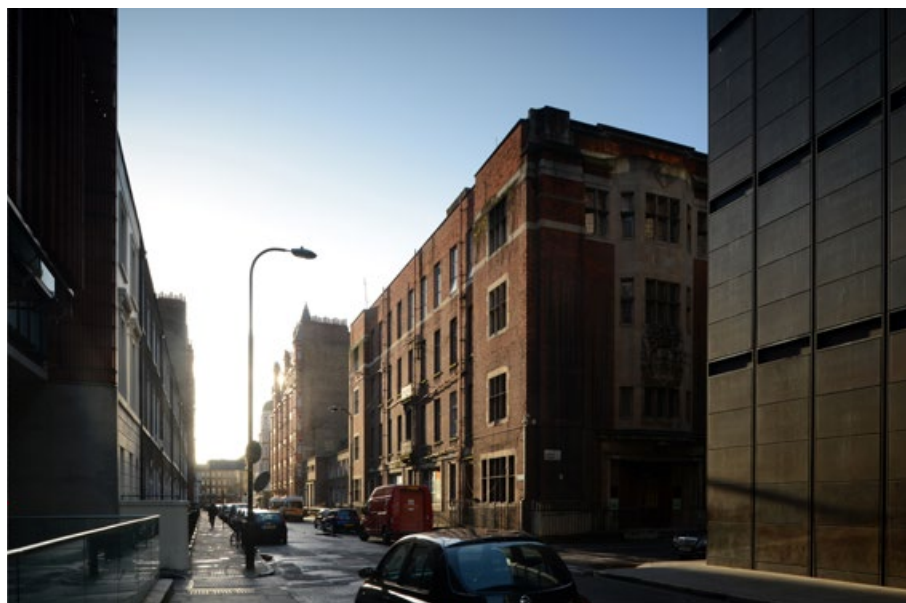
1. Huntley Street south of Torrington Place looking north



2. Huntley Street looking north



3. Huntley Street south of Capper Street looking north west



4. Huntley Street north of Capper Street looking north west



5. Huntley Street at the intersection of University Street looking south



6. Capper Street looking east

3.0 Context
3.3 The Existing Buildings and their Local Context
Townscape Views

The proposals have been tested and refined in a comprehensive set of local townscape views to enable the scheme to be evaluated in relation to its context.

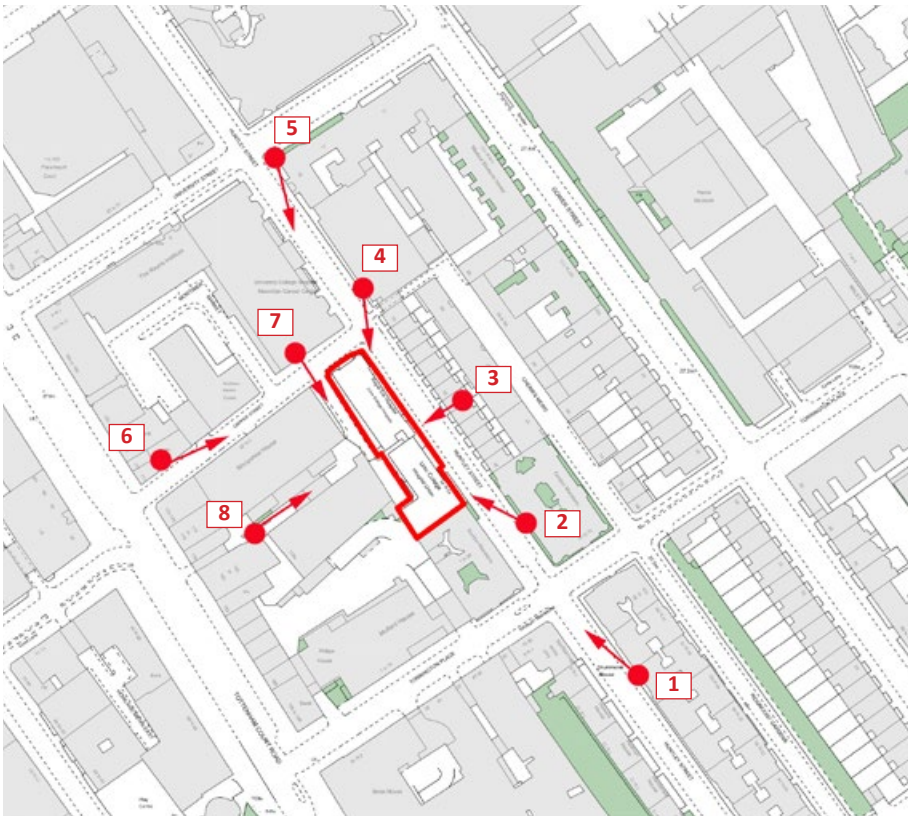
These views have been agreed with input from officers at LB Camden, planning consultants, Jones Lang LaSalle and Heritage Consultant, Kevin Murphy of KM Heritage. Visually verified montages of the proposals have been independently prepared by Wadsworth3D visualisation.



7. Shropshire Place at the junction of Capper Street looking south



8. Queen's Yard looking east to Shropshire Place



View location map